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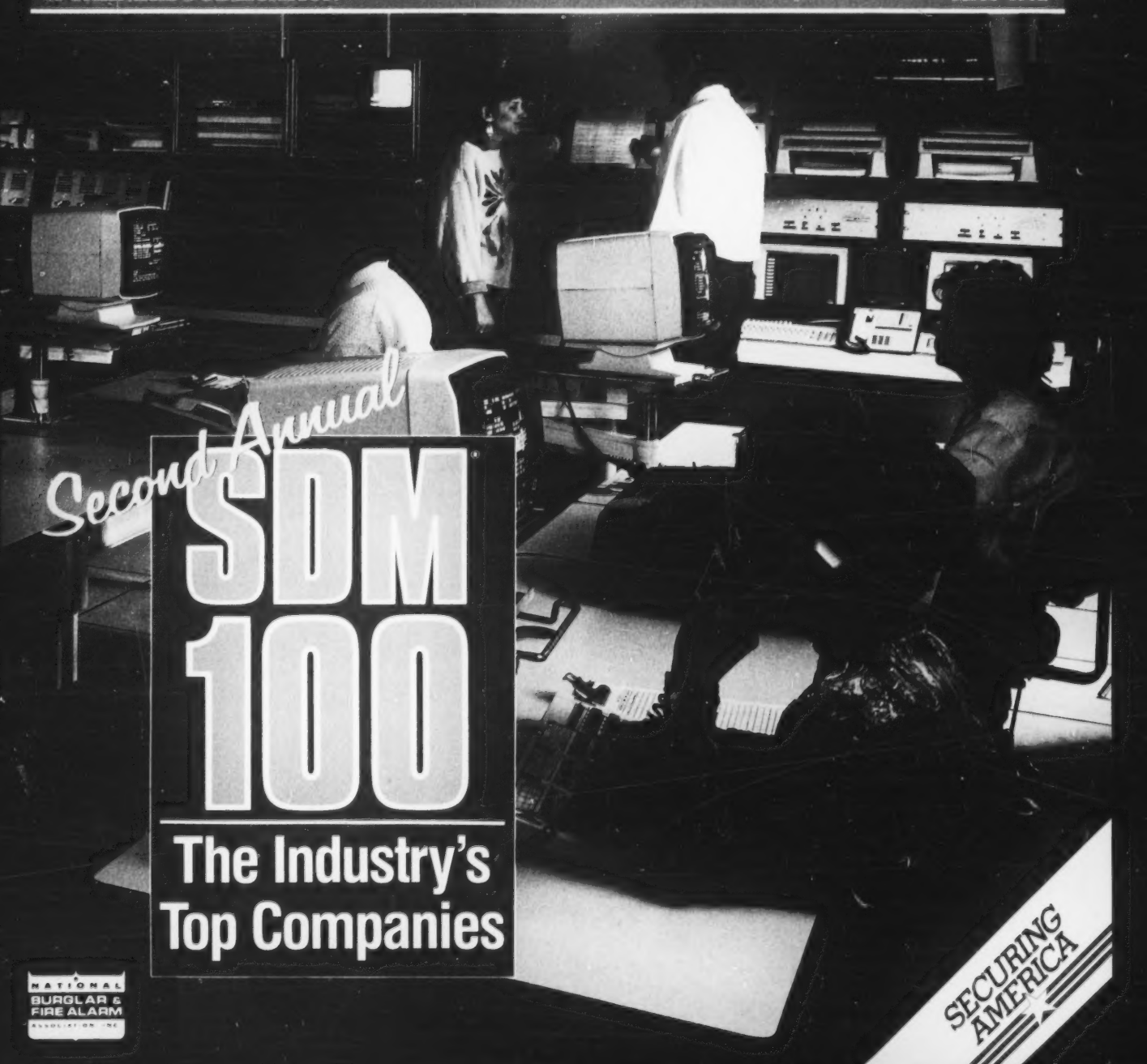


Second Annual

SDM 100

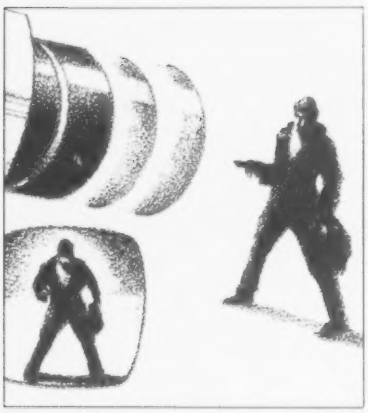
The Industry's Top Companies

NATIONAL BURGLAR & FIRE ALARM ASSOCIATION

SECURING AMERICA

Security Distributing & Marketing®

72 *The top revenue producers in the security industry.*



67 *Get video versatility with zoom lenses.*

99 *Peace-of-mind in the workout world.*

A Cahners Publication *Volume 22, No. 5* *May 1992*

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ABOUT THE COVER

Through multiple acquisitions and aggressive marketing in the eastern U.S., Vector Security, Pittsburgh, has grown to become one of the security industry's giants, ranking No. 20 on the SDM 100 list of alarm companies. For more on the Second Annual SDM 100 listing, see page 72.

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Security Distributing & Marketing® (ISSN: 0049-0016) GST #123097457) is published monthly, except in May, August and November when two issues are published, by The Cahners Publishing Company (subscription includes all issues). Cahners Publishing Company is a Division of Reed Publishing USA. 275 Washington St., Newton, MA 02158-1630. Terrence M. McDermott, President; Frank J. Sibley, Executive Vice President; Charles E. Moodhe, Senior Vice President/General Manager, Chicago Division; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production and Manufacturing; Ralph Knupp, Vice President/Human Resources. Circulation records are maintained at Cahners Publishing Company, 44 Cook St., Denver, CO 80206. Phone: 303/388-4511. Second class postage paid at Denver, CO 80206 and additional mailing offices. **Postmaster: Send address changes to** *SECURITY DISTRIBUTING & MARKETING*, P.O. Box 173477, Denver, CO 80217-3477. *Security Distributing & Marketing*® copyright 1991 by Reed Publishing USA; Robert L. Krakoff, Chairman and Chief Executive Officer. Annual subscription rates for non qualified people: USA, $69.95/1 yr.; Canada, $128.35/1 yr.; Mexico, $119.95/1 yr., other countries, $149.95 for surface mail and $224.95 for air mail. Single copies are available for $15, $20, $20, and $25 (USA, Canada, Mexico, and foreign). Product & Service Locator (Buyers Guide) is available for $50, $75, $75, and $100 (USA, Canada, Mexico, and foreign). Please address all subscription mail to *Security Distributing & Marketing*®, 44 Cook St., Denver, CO 80206. *Security Distributing & Marketing*®, and *SDM*® are registered trademarks of Reed Properties Inc., used under license.

SDM 100

SDM 100: Security Industry's Largest Dealers

Companies on this second annual listing generated about a fourth of the industry's 1991 revenues.

By Laura E. Stepanek
Senior Editor, SDM

The electronic security industry is witnessing its own maturation. Growing from a basically mom-and-pop industry with few large companies, many of the companies that make up today's security industry have the financial and managerial resources necessary to broaden the appeal for security nationwide. Proof of this is the 1992 SDM 100, *Security Distributing & Marketing*'s second annual list of the largest security-installing companies, based on 1991 gross revenues.

The 1992 SDM 100 is a very diverse group. Their revenues range from an estimated $577 million to $3 million. They range from traditional, established family businesses, such as Denver Burglar Alarm (No. 25), which will celebrate its centennial later this year, to relatively newer firms that serve as holding groups for several small installation companies, such as Security Data Group (No. 18). The SDM 100 also includes firms that are very visible in the residential marketplace, such as ADT (No. 1) and Brink's (No. 11).

The SDM 100 racked up $2.47 billion in gross revenues in 1991 from the sales, installation, lease, service, and monitoring of security systems. SDM 100 revenues represent about a fourth of the industry's total 1991 revenues of $10.2 billion, as reported in *SDM*'s 1992 Forecast (January, p. 74).

The SDM 100 conservatively holds 2.76 million customer contracts and they installed more than 262,000 new security systems last year. (Not all of the firms supplied account and installation information; therefore, the totals are conservative estimates.)

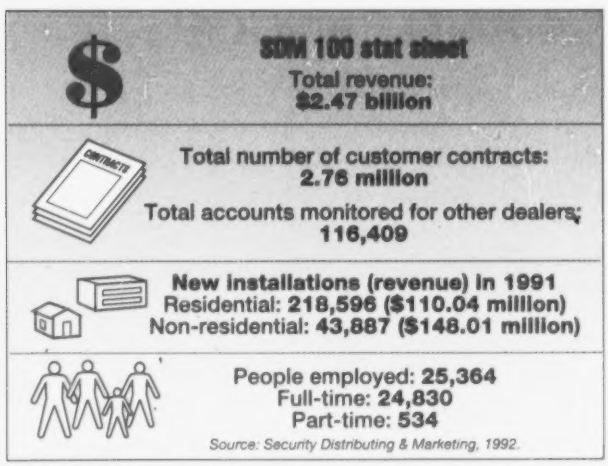
Most importantly, the SDM 100 companies alone employ more than 25,000 individuals, 96% of which are full-time.

We have made some significant changes, compared with 1991, in the way we list the SDM 100 companies. First, the companies are ranked 1 through 100 in one list, instead of last year's two lists of residential and commercial firms.

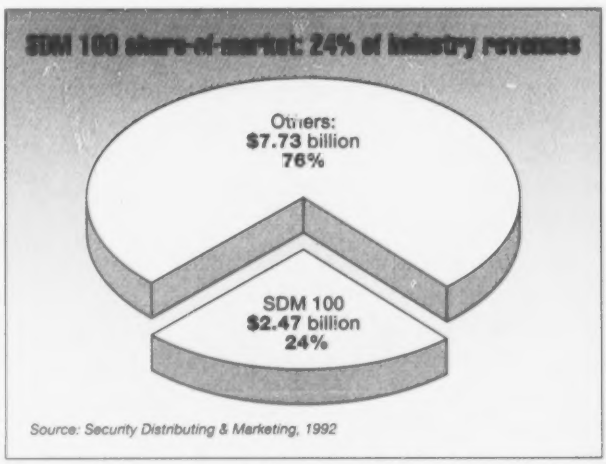
Second, franchisors, which represent strength in numbers rather than strength of one individual operation, are not included. However, they are still a major force in the industry and need to be acknowledged. Dynamark Security Centers, Hagerstown, MD, grossed $50.1 million. Dictograph Franchise Corp., Edison, NJ, took in $55 million. Although Sonitrol Corp. did not supply total figures, several Sonitrol franchisees stand alone in this year's listing.

Third, this year's listing contains an alphabetical index on page 90 so you can easily locate a company.

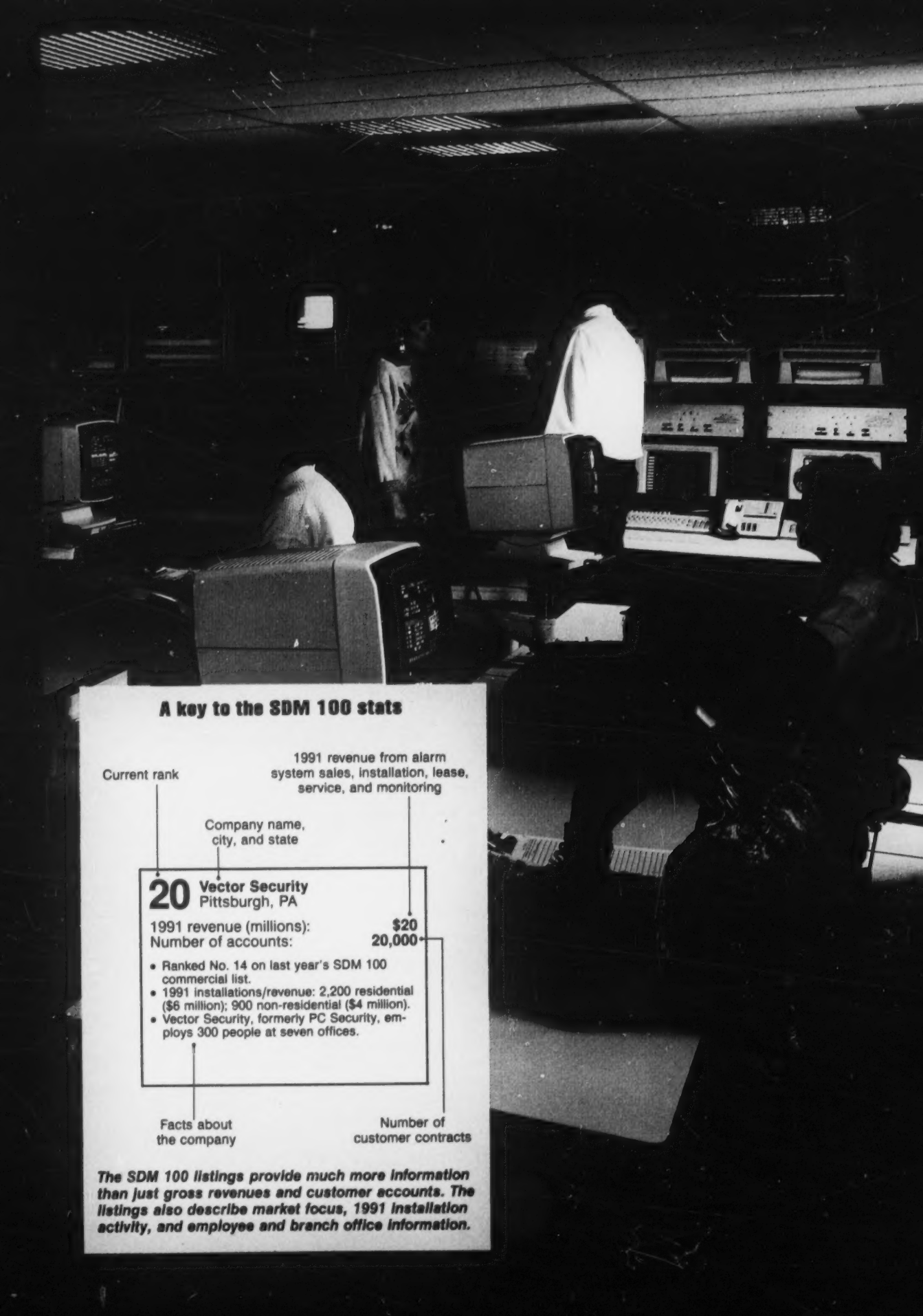
If you have any comments or questions, contact *SDM* at P.O. Box 5080, Des Plaines, IL 60017; phone (708)635-8800; fax (708)635-9950.



The SDM 100 prove that security is no longer just a mom-and-pop industry. They employed more than 25,000 people and installed more than 262,000 systems last year.



The numbers are astonishing. The SDM 100 collectively grossed $2.47 billion in 1991, or almost a fourth of total electronic security industry revenues.



A key to the SDM 100 stats

Current rank
1991 revenue from alarm system sales, installation, lease, service, and monitoring
Company name, city, and state
20 Vector Security
Pittsburgh, PA
1991 revenue (millions): $20
Number of accounts: 20,000
• Ranked No. 14 on last year's SDM 100 commercial list.
• 1991 installations/revenue: 2,200 residential ($6 million); 900 non-residential ($4 million).
• Vector Security, formerly PC Security, employs 300 people at seven offices.
Facts about the company
Number of customer contracts

The SDM 100 listings provide much more information than just gross revenues and customer accounts. The listings also describe market focus, 1991 installation activity, and employee and branch office information.

SDM 100

The Industry's Biggest

SDM's second annual list of the largest security installation companies is based on their 1991 revenues.

1 ADT Security Systems Inc.
Parsippany, NJ

1991 revenue (millions): **$577**
Number of accounts: **488,000**

- 1991 revenues and accounts are estimated.
- Ranked No. 1 on last year's SDM 100 commercial list.
- 1991 installations: 80,000 residential security systems.
- ADT has 174 U.S. offices and employs 8,500 people in North America.

No. 2, Honeywell Inc., Minneapolis, MN, has 55 offices and employs more than 2,000 security professionals.

Courtesy of Honeywell Inc.

2 Honeywell Inc.
Minneapolis, MN

1991 revenue (millions): **$203**
Number of accounts: **140,000**

- Ranked No. 2 on last year's SDM 100 commercial list.
- Honeywell designs, manufactures, installs, and monitors its own systems.
- Honeywell Protection Services became a part of Honeywell Inc.'s Home and Building Control Division last year.
- The security group employs more than 2,000 people at 55 offices.

3 The National Guardian Corp.
Greenwich, CT

1991 revenue (millions): **$177.2**
Number of accounts: **155,000**

- Ranked No. 4 on last year's SDM 100 commercial list.
- Revenues increased 10.8% in 1991.
- National Guardian operates 14 central stations and monitors 25,000 dealer accounts in addition to 25,000 Canadian accounts.
- The company, previously for sale, was withdrawn from the market in March, 1992.

4 Wells Fargo Alarm Services
King of Prussia, PA

1991 revenue (millions): **$168**
Number of accounts: **110,000**

- 1991 revenue and accounts are estimated.
- Ranked No. 3 on last year's SDM 100 commercial list.
- Wells Fargo has been in business since 1962.

5 Emergency Networks Inc.
Dallas, TX

1991 revenue (millions): **$88.5**
Number of accounts: **n/a***

- 1991 revenue is estimated.
- Emergency Networks sells, installs, and services security systems through approximately 35 branches. However, the firm sells virtually all of its subscriber contracts to firms such as Alert Centre and Westinghouse Security.

* not applicable

6 The Alert Centre
Englewood, CO

1991 revenue (millions): **$75**
Number of accounts: **273,000**

- Ranked No. 1 on last year's SDM 100 residential list.
- 1991 revenue and accounts do not include Sentry Protective (No. 56), which is legally owned by Alert, but is being operated independently.
- Alert Holdings Inc. and its subsidiaries filed for protection from its creditors under Chapter 11 of the bankruptcy code last Dec.

7 Thorn Automated Systems Inc., Westlake, OH

1991 revenue (millions): **$75**
Number of accounts: **10,000**

- Ranked No. 8 on last year's SDM 100 commercial list.
- Thorn purchased Autocall Inc., Shelby, OH, last year.
- The company designs, manufactures, installs, and services integrated security systems.

No. 5, Emergency Networks Inc., Dallas, TX, has 35 branches in 15 states.

8 Westec Security Inc.
Irvine, CA

1991 revenue (millions): **$65**
Number of accounts: **55,000**

- 1991 revenue and accounts are estimated.
- Ranked No. 2 on last year's SDM 100 residential list.

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9 Rollins Protective Services Inc., Atlanta, GA

1991 revenue (millions): **$60**
Number of accounts: **102,500**

- Ranked No. 4 on last year's SDM 100 residential list.
- 1991 installations/revenue: 9,722 residential ($19.5 million); 519 non-residential ($5 million).
- Year-to-year comparison: 3,500 non-residential installations in 1990; 519 in 1991.
- Rollins operates 45 offices and employs 673 people.

10 Holmes Protection Group Inc. New York, NY

1991 revenue (millions): **$60**
Number of accounts: **32,000**

- Ranked No. 5 last year's SDM 100 commercial list.
- Revenues decreased 14.5% in 1991.
- Represents Holmes Protection of New York, Long Island, Philadelphia, and New Jersey, and Dictograph Franchise Corp.
- 1991 installations: 500 residential; 2,000 non-residential.

11 Brink's Home Security Inc. Carrollton, TX

1991 revenue (millions): **$56**
Number of accounts: **180,000**

- Ranked No. 7 on last year's SDM 100 residential list.
- Revenue up 19% in 1991, due primarily to a 26% increase in subscribers.
- Brink's added 65 employees and five new locations in 1991.
- 1991 installations/revenue: 40,000 residential ($15.6 million);1,500 non-residential ($6 million).

12 API Security Inc. Culver City, CA

1991 revenue (millions): **$52.4**
Number of accounts: **22,800**

- Ranked No. 7 on last year's SDM 100 commercial list.
- Revenues rose 11.6% in 1991.
- API opened two new offices (Fullerton and Culver City, CA) last year. The firm now has 14 locations.
- 1991 installations/revenue: 276 residential ($447,000); 2,333 non-residential ($3.6 million).

No. 11, Brink's Home Security Inc., Carrollton, TX.
Courtesy of Brink's Home Security Inc.

13 SecurityLink Corp. Oak Brook, IL

1991 revenue (millions): **$50**
Number of accounts: **115,000**

- 1991 revenue and accounts are estimated.
- Ranked No. 6 on last year's SDM 100 commercial list.
- SecurityLink has three operating divisions: Midwest, Mid-Atlantic, and Northeast. The firm moved its headquarters to Oak Brook, IL, shortly before the Northeast division filed for protection from its creditors under Chapter 11 last year.

14 Network Security Corp. Dallas, TX

1991 revenue (millions): **$49**
Number of accounts: **203,000**

- Ranked No. 6 on last year's SDM 100 residential list.
- Network Security, representing Network Multi-Family Security and Network City Branches, sold six branches (7,000 accounts) and consolidated four others in 1991.
- 1991 installations: 30,000 residential; 2,000 non-residential.
- The firm employs 411 people at 10 offices.

15 Bay Alarm Company Walnut Creek, CA

1991 revenue (millions): **$30**
Number of accounts: **34,000**

- Ranked No. 9 on last year's SDM 100 commercial list.
- Family owned and operated since 1946.
- Bay Alarm employs 380 people at eight offices.
- The firm serves northern California and Santa Barbara/Ventura.

16 Kastle Systems Inc. Arlington, VA

1991 revenue (millions): **$25.1**
Number of accounts: **40,000**

- Ranked No. 10 on last year's SDM 100 commercial list.
- 1991 installations/revenue: 0 residential; 2,300 non-residential, including tenant systems ($8.2 million).
- Kastle added 50 employees in 1991.
- Niche market is commercial office buildings; the number of customer accounts includes tenant systems.

17 AFA Protective Systems Inc. Syosset, NY

1991 revenue (millions): **$23.5**
Number of accounts: **11,000**

- Ranked No. 11 on last year's SDM 100 commercial list.
- 1991 installations/revenue: 100 residential ($250,000); 3,400 non-residential ($6 million).
- Fire alarm systems comprise 72% of AFA's gross revenues.
- AFA has five offices and 278 employees.

No. 17, AFA Protective Systems Inc., Syosset, NY.
Courtesy of AFA Protective Systems Inc.

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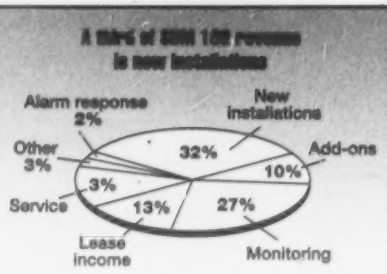
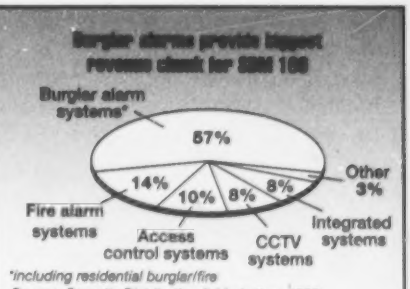
18 Security Data Group/Intercap Monitoring, Englewood, CO

1991 revenue (millions): **$23**
Number of accounts: **90,000**

- 1991 revenue and accounts are estimated.
- Ranked No. 9 on last year's SDM 100 residential list.
- 1991 installations/revenue: 4,000 residential ($3.2 million).
- Security Data Group owns several installing companies, including Calibrated Internal Alarms of California Inc., Riverside and Alarm Data Corp., San Diego.



Source: Security Distributing & Marketing, 1992



*including residential burglar/fire
Source: Security Distributing & Marketing, 1992

19 Guardian Alarm Company Southfield, MI

1991 revenue (millions): **$20**
Number of accounts: **35,000**

- Ranked No. 12 on last year's SDM 100 commercial list.
- 1991 installations/revenue: 1,100 residential ($1.3 million); 2,000 non-residential ($2.5 million).
- Guardian employs 350 people at two locations.

20 Vector Security Pittsburgh, PA

1991 revenue (millions): **$20**
Number of accounts: **20,000**

- Ranked No. 14 on last year's SDM 100 commercial list.
- 1991 installations/revenue: 2,200 residential ($6 million); 900 non-residential ($4 million).
- Vector Security, formerly PC Security, employs 300 people at seven offices.

21 Consolidated Southern Security Inc., Clearwater, FL

1991 revenue (millions): **$18.5**
Number of accounts: **23,000**

- Ranked No. 15 on last year's SDM 100 commercial list.
- 1991 installations/revenue: 1,200 residential ($1.6 million); 1,900 non-residential ($2.7 million).
- *SDM*'s 1990 Dealer of the Year.
- Consolidated Southern employs 280 people.

22 Sonitrol Management Alexandria, VA

1991 revenue (millions): **$18**
Number of accounts: **11,000**

- 1991 revenues and accounts are estimated.
- Ranked No. 16 on last year's SDM 100 commercial list.
- Sonitrol Management is a group of Sonitrol franchises owned and operated by the franchisor.

23 Electronic Services Int'l. Inc. Beltsville, MD

1991 revenue (millions): **$18**
Number of accounts: **n/a***

- Of total revenues, 65% stems from integrated security systems, 20% from access control systems, and 15% from CCTV systems.
- Electronic Services employs 147 people at five offices.

* not applicable

24 Comsec Narragansett Security Inc., Weatogue, CT

1991 revenue (millions): **$17**
Number of accounts: **15,500**

- Ranked No. 13 on last year's SDM 100 commercial list.
- The company operates three central stations and seven offices, with a staff of 170 people.
- 1991 revenues are $3 million less than in 1990 because revenue from product distribution was not included in this listing.

25 Denver Burglar Alarm Denver, CO

1991 revenue (millions): **$16**
Number of accounts: **18,000**

- Ranked No. 8 on last year's SDM 100 residential list.
- Denver Burglar Alarm celebrates its centennial in 1992.
- The company employs 260 people at three locations.
- *SDM*'s 1981 Dealer of the Year.

26 Protection One Inc. Portland, OR

1991 revenue (millions): **$14.8**
Number of accounts: **35,000**

- 1991 installations/revenue: 9,000 residential ($2.8 million); 500 non-residential ($0; all are leased).
- Protection One was purchased by a private investor group from Pacific Corp., a utility firm, last September.
- The company, which employs 280, has offices in Seattle, Portland, OR, Burbank and Riverside, CA, Phoenix, and Las Vegas.

27 Smith Alarm Systems Dallas, TX

1991 revenue (millions): **$14**
Number of accounts: **10,500**

- Ranked No. 18 on last year's SDM 100 commercial list.
- 1991 installations/revenue: 1,500 residential ($1.5 million); 800 non-residential ($4.5 million).
- Smith Alarm was founded in 1903. It employs 127 people.
- *SDM*'s 1991 Dealer of the Year.

No. 27, Smith Alarm Systems, Dallas, TX was SDM's 1991 Dealer of the Year.

Courtesy of Smith Alarm Systems

28 Racal-Chubb Security Systems Inc., Austin, TX

1991 revenue (millions): **$14**
Number of accounts: **10,000**

- Ranked No. 19 on last year's SDM 100 commercial list.
- Revenues rose 16.7% in 1991.
- 1991 installations: 1,100 residential ($1.7 million); 1,200 non-residential ($6.5 million).
- 64% of the company's revenue is derived from installations.
- Owned by Racal Electronics PLC (England).

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29 Custom House Inc.
Lacey, WA

1991 revenue (millions): **$13.7**
Number of accounts: **13,500**

- Ranked No. 11 on last year's SDM 100 residential list.
- 1991 revenues, 61.5% higher than in 1990, reflect the sale of a portion of accounts.
- Custom House monitors 4,500 accounts for other dealers.
- 1991 installations/revenue: 3,600 residential ($3.6 million); 250 non-residential ($700,000).

No. 41, Advanced Entry Systems, Carrollton, TX.
Courtesy of Advanced Entry Systems

30 Kertz Security Systems Inc.
Fort Lauderdale, FL

1991 revenue (millions): **$12**
Number of accounts: **17,000**

- Ranked No. 12 on last year's SDM 100 residential list.
- Revenues increased 50% in 1991 due to aggressive marketing in the residential sector, through the sale of AT&T security systems.
- 1991 installations/revenue: 3,200 residential ($6 million); 1,000 non-residential ($950,000).
- Kertz hired 40 employees in 1991.

31 Post Alarm Systems Inc.
Arcadia, CA

1991 revenue (millions): **$12**
Number of accounts: **12,000**

- 1991 revenue is estimated.
- Ranked No. 10 on last year's SDM 100 residential list.
- 1991 installations: 820 residential; 480 non-residential.
- Post Alarm offers patrol and armed-response services.
- The company employs 74 people at two offices.

32 MSI Security Systems Inc.
Kearny, NJ

1991 revenue (millions): **$12**
Number of accounts: **n/a***

- Ranked No. 23 on last year's SDM 100 commercial list.
- Revenues rose 20% in 1991.
- 1991 installations/revenue: 0 residential; 250 non-residential ($8 million).
- Of total revenue, 80% is derived from CCTV systems, 10% from access control systems, and 10% from integrated systems.

* not applicable

33 Westinghouse Security Systems, Las Colinas, TX

1991 revenue (millions): **$11**
Number of accounts: **40,000**

- 1991 revenues and accounts are estimated.
- Ranked No. 35 on last year's SDM 100 residential list.
- Westinghouse also provides contract monitoring for other security firms. It currently monitors about 90,000 accounts for Security Data Group/Intercap.

34 National Security Systems Inc., Manhasset, NY

1991 revenue (millions): **$10.6**
Number of accounts: **n/a***

- 1991 revenues for the company totalled $14.2 million; however, National also manufactures and distributes security and telecommunications equipment. Their ranking is based on the revenue from security system design, installation (supervision labor), and service only.

* not applicable

35 Kimberlite Corp.
Fresno, CA

1991 revenue (millions): **$10**
Number of accounts: **6,000**

- 1991 revenue and accounts are estimated.
- Kimberlite Corp. is a group of Sonitrol franchises based in northern California.

36 Glen Industrial Comm. Inc.
Rockville, MD

1991 revenue (millions): **$10**
Number of accounts: **n/a***

- Glen Industrial designs, installs, and maintains integrated security management systems that include access control, CCTV, and/or intrusion detection. From its UL-listed central station, the firm provides interactive access control and alarm processing for multi-tenant office buildings.

* not applicable

37 Security Signal Devices Inc.
Anaheim, CA

1991 revenue (millions): **$9.5**
Number of accounts: **9,750**

- Ranked No. 24 on last year's SDM 100 commercial list.
- 1991 installations: 200 residential; 1,200 non-residential.
- Security Signal employs 97 people at four offices.

38 Alarm Detection Systems of Illinois Inc., Aurora, IL

1991 revenue (millions): **$9.2**
Number of accounts: **9,800**

- Ranked No. 25 on last year's SDM 100 commercial list.
- Revenues jumped nearly 11% in 1991.
- 1991 installations/revenue: 203 residential ($362,543); 301 non-residential ($1.04 million).
- *SDM*'s 1984 Dealer of the Year.

39 Forest Security Systems Inc.
River Grove, IL

1991 revenue (millions): **$9**
Number of accounts: **5,500**

- Ranked No. 22 on last year's SDM 100 commercial list.
- Revenues decreased 11% in 1991 compared with 1990.
- 1991 installations/revenue: 200 residential ($1.2 million); 220 non-residential ($2.5 million).
- Forest Security is also a major local supplier of cellular telephones.

40 Rimi Security Systems Inc.
Los Angeles, CA

1991 revenue (millions): **$9**
Number of accounts: **5,000**

- 1991 installations/revenue: 2,000 residential ($5.5 million); 40 non-residential ($100,000).
- Rimi Security, founded in 1981, is primarily in the new-residential construction market.
- The company employs 50 people.

41 Advanced Entry Systems
Carrollton, TX

1991 revenue (millions): **$9**
Number of accounts: **n/a***

- Advanced Entry Systems designs, installs, and services large proprietary security systems in the Southwestern U.S.
- The company has been in business since 1984.
- Six offices are staffed by 97 employees.

* not applicable

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SDM 100

42 Sonitrol of Arizona
Phoenix, AZ

1991 revenue (millions): **$8.8**
Number of accounts: **14,000**

- Sonitrol of Arizona employs 107 people at two locations.

No. 43, Commonwealth Security Systems Inc., Lancaster, PA.
Courtesy of Commonwealth Security Systems Inc.

43 Commonwealth Security Systems Inc., Lancaster, PA

1991 revenue (millions): **$8.6**
Number of accounts: **11,000**

- Ranked No. 26 on last year's SDM 100 commercial list.
- Installation revenue reached $3.4 million last year.
- Commonwealth Security operates out of 11 locations, with 142 employees.
- *SDM*'s 1982 Dealer of the Year.

44 Douglas Roesch Comm. Inc.
Los Angeles, CA

1991 revenue (millions): **$8.5**
Number of accounts: **600**

- 1991 installations/revenue: 0 residential; 430 non-residential ($6 million).
- Douglas Roesch Communications has been in business since 1948. It designs, installs, and maintains large, complex security systems. It recently secured the Ronald Reagan Presidential Library in Simi Valley, CA.

45 Guardian Protection Services Inc., Pittsburgh, PA

1991 revenue (millions): **$8.2**
Number of accounts: **14,200**

- Ranked No. 18 on last year's SDM 100 residential list.
- Revenues up 50.4% primarily due to a merger with Mastertech, Butler, PA, in 1991.
- 1991 installations/revenue: 1,587 residential ($2.5 million); 109 non-residential ($2.3 million).
- Guardian now has two offices and 125 employees.

46 Robinson Alarm Co.
Philadelphia, PA

1991 revenue (millions): **$8**
Number of accounts: **13,000**

- 1991 revenue and accounts are estimated.
- Ranked No. 20 on last year's SDM 100 commercial list.

47 Central District Alarm Inc.
St. Louis, MO

1991 revenue (millions): **$7.9**
Number of accounts: **9,300**

- Ranked No. 27 on last year's SDM 100 commercial list.
- 1991 installations/revenue: 200 residential ($240,000); 521 non-residential ($1.3 million).
- Central District Alarm employs 97 people at one office.
- *SDM*'s 1985 Dealer of the Year.

48 Sonitrol Security Systems of Hartford Inc., Hartford, CT

1991 revenue (millions): **$7.4**
Number of accounts: **9,000**

- Ranked 28 on last year's SDM 100 commercial list.
- 1991 installations/revenue: 300 residential ($475,000); 700 non-residential ($1.8 million).
- On Dec. 30, 1991, Sonitrol of Hartford purchased A.A. Electronic Security Engineering, increasing its subscribers by 5,000. The acquisition is not reflected above.

49 Protective Alarms Inc.
Greenwich, CT

1991 revenue (millions): **$7.2**
Number of accounts: **8,300**

- Ranked No. 17 on last year's SDM 100 residential list.
- 1991 installations/revenue: 510 residential ($1.5 million); 190 non-residential ($650,000).
- Protective Alarms was founded in 1973 as a Dictograph franchise. The company employs 77 people.

50 Ranger American Inc.
San Antonio, TX

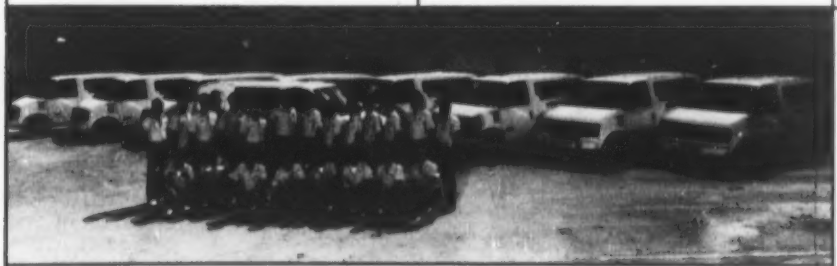
1991 revenue (millions): **$7.2**
Number of accounts: **11,000**

- Ranked No. 13 on last year's SDM 100 residential list.
- Ranger operates offices in Dallas, Austin, and San Antonio, TX, and Tampa, FL.
- 1991 installations/revenue: 5,465 residential ($4.1 million); 120 non-residential ($360,000).
- The company employs 125 people.

51 Crime Blocker Inc.
Fern Park, FL

1991 revenue (millions): **$7**
Number of accounts: **5,000**

- Ranked No. 16 on last year's SDM 100 residential list.
- Revenues rose 16.7% in 1991.
- 1991 installations/revenue: 1,975 residential ($6.5 million); 20 non-residential ($25,000).
- Crime Blocker sells and installs the AT&T wireless system modified for two-way voice monitoring.



No. 51, Crime Blocker Inc., Fern Park, FL.
Courtesy of Crime Blocker Inc.

52 Vivitar Security Systems Inc.
Torrance, CA

1991 revenue (millions): **$6.8**
Number of accounts: **4,200**

- Ranked No. 39 on last year's SDM 100 commercial list.
- Revenues increased 36% in 1991, primarily due to the acquisition of several alarm companies.
- 1991 installations/revenue: 150 residential ($500,000); 370 non-residential ($3 million).
- The firm designs, installs, and services integrated security systems.

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SDM 100

53 American Home Security
Van Nuys, CA

1991 revenue (millions): **$6.8**
Number of accounts: **13,000**

- Ranked No. 15 on last year's SDM 100 residential list.
- Revenues increased 13% in 1991.
- 1991 installations/revenue: 507 residential ($1.01 million); 56 non-residential ($112,784).
- American Home Security has been in operation since 1974.

54 Diversified Alarm Inc.
Toledo, OH

1991 revenue (millions): **$6.7**
Number of accounts: **15,000**

- Ranked No. 14 on last year's SDM 100 residential list.
- 1991 installations/revenue: 1,250 residential ($1.9 million); 325 non-residential ($795,000).
- Diversified Alarm operates three offices and employs 115 people.

No. 53, American Home Security, Van Nuys, CA.
Courtesy of American Home Security

55 American Alarm Systems
Santa Ana, CA

1991 revenue (millions): **$6.6**
Number of accounts: **11,500**

- Ranked No. 33 on last year's SDM 100 commercial list.
- Revenues increased 15.8% in 1991.
- 1991 installations/revenue: 1,300 residential ($600,000); 650 non-residential ($2.4 million).
- American Alarm, founded in 1958, employs 77 people at one office.

56 Sentry Protective Systems
East Boston, MA

1991 revenue (millions): **$6.5**
Number of accounts: **13,000**

- Although legally still a part of The Alert Centre, Sentry Protective currently operates independently and has a lawsuit pending against Alert.
- Sentry employs 79 people at three locations.

57 Per Mar Security & Research Corp.
Davenport, IA

1991 revenue (millions): **$6.3**
Number of accounts: **12,000**

- Ranked No. 29 on last year's SDM 100 commercial list.
- 1991 installations/revenue: 500 residential ($661,500); 775 non-residential ($913,500).
- Per Mar added one new office and 15 employees in 1991.

No. 57, Per Mar Security & Research Corp., Davenport, IA
Courtesy of Per Mar Security & Research Corp.

58 Electronic Security Services Co. Ltd. Prtnrs.
Nashville, TN

1991 revenue (millions): **$6.2**
Number of accounts: **9,700**

- 1991 installations/revenue: 750 residential ($1.2 million); 650 non-residential ($1.1 million).
- Electronic Security Services is the parent company of: ADS, Nashville, TN; Adco, Gadsden, AL; Alabama Protective Services, Tuscaloosa, AL; Bowman Intrusion Detection Systems, Augusta, GA; United Alarm Systems, Savannah, GA; and other firms.

59 DGA Alarm Services Inc.
New York, NY

1991 revenue (millions): **$6**
Number of accounts: **2,500**

- 1991 installations/revenue: 20 residential ($60,000); 600 non-residential ($1.2 million).
- DGA Alarm Services employs 90 people at two offices.

60 RFI Security Inc.
San Jose, CA

1991 revenue (millions): **$6**
Number of accounts: **n/a***

- 1991 installations/revenue: 40 residential ($100,000); 50 non-residential ($200,000).
- RFI Security has three offices and 75 employees.

* not available

61 Security Corp.
Royal Oak, MI

1991 revenue (millions): **$5.9**
Number of accounts: **1,400**

- Ranked No. 31 on last year's SDM 100 commercial list.
- 1991 installations: 40 residential ($69,000); 160 non-residential ($2 million).
- Security Corp. employs 85 people at four locations.

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SDM 100

62 Engineered Protection Sys. Inc., Grand Rapids, MI

1991 revenue (millions): $5.9
Number of accounts: 5,800

- 1991 installations/revenue: 180 residential ($445,000); 320 non-residential ($2.1 million).
- Engineered Protection employs 78 people at three locations.

No. 67, Security Inc., Bethesda, MD, was SDM's 1989 Dealer of the Year.

Courtesy of Security Inc.

63 Multimedia Security Service Wichita, KS

1991 revenue (millions): $5.7
Number of accounts: 27,000

- 1991 installations/revenue: 600 residential ($450,000); 150 non-residential ($450,000).
- Multimedia monitors 1,000 dealer accounts.
- The company has 105 employees and operates two offices.

64 San Diego Alarm Co. San Diego, CA

1991 revenue (millions): $5.7
Number of accounts: 4,000

- Ranked No. 30 on last year's SDM 100 commercial list.
- 1991 installations: 300 residential; 575 non-residential.
- San Diego Alarm employs 95 people at 1 office.

65 Security One Mentor, OH

1991 revenue (millions): $5.5
Number of accounts: 8,000

- Ranked No. 38 on last year's SDM 100 commercial list.
- 1991 installations: 146 residential ($248,200); 335 non-residential ($1.3 million).
- The firm employs 75 people at three offices.

66 JWP Electronic Systems Concord, CA

1991 revenue (millions): $5.5
Number of accounts: n/a*

- 1991 installations/revenue: 0 residential; 100 non-residential ($5.5 million).
- Of total revenues, 60% stems from access control systems.

* not applicable

67 Security Inc. Bethesda, MD

1991 revenue (millions): $5.3
Number of accounts: 6,300

- Ranked No. 34 on last year's SDM 100 commercial list.
- 1991 installations/revenue: 320 residential ($672,000); 449 non-residential ($1.7 million).
- A third of Security Inc.'s revenues is derived from access control system sales, service, and monitoring.
- *SDM*'s 1989 Dealer of the Year.

68 Alert Alarm Inc. Honolulu, HI

1991 revenue (millions): $5.1
Number of accounts: 6,100

- Ranked No. 36 on last year's SDM 100 commercial list.
- 1991 installations/revenue: 519 residential ($1.4 million); 483 non-residential ($600,000).
- Alert Alarm employs 61 people.

69 National Security Service Inc. Raleigh, NC

1991 revenue (millions): $4.9
Number of accounts: 6,000

- Ranked No. 43 on last year's SDM 100 commercial list.
- Revenues increased 11.3% in 1991.
- National Security added eight new employees and one branch in 1991.
- 1991 installations/revenue: 259 residential ($319,000); 775 non-residential ($1.1 million).

70 General Security Systems Long Beach, CA

1991 revenue (millions): $4.8
Number of accounts: 8,000

- Ranked No. 37 on last year's SDM 100 commercial list.
- General Security has been in business for 21 years.

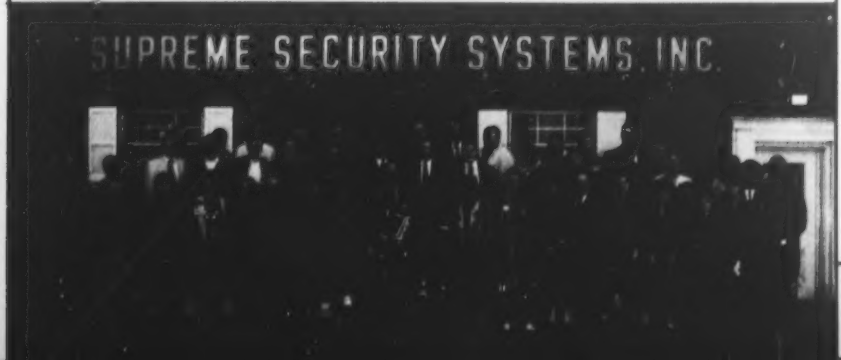
71 Norman Security Systems Chicago, IL

1991 revenue (millions): $4.8
Number of accounts: 4,500

- Ranked No. 35 on last year's SDM 100 commercial list.
- 1991 installations/revenue: 600 residential ($1.2 million); 900 non-residential ($3.6 million).
- In business since 1958.
- Norman Security employs 52 people at one location.

No. 72, Supreme Security Systems Inc., Hillside, NJ.

Courtesy of Supreme Security Systems Inc.



72 Supreme Security Systems Inc., Hillside, NJ

1991 revenue (millions): $4.8
Number of accounts: 6,036

- Ranked No. 41 on last year's SDM 100 commercial list.
- 1991 installations/revenue: 125 residential ($233,365); 169 non-residential ($641,410).
- The company acquired 700 accounts in 1991.
- *SDM* erroneously listed Supreme Security with 1,500 accounts in 1990. The correct number was 5,286.

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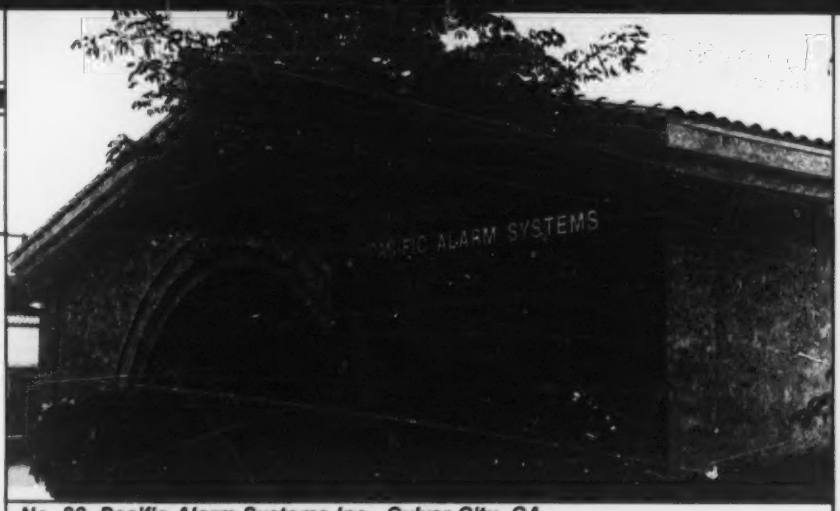
SDM 100



No. 82, Pacific Alarm Systems Inc., Culver City, CA.
Courtesy of Pacific Alarm Systems Inc.

73 Alarms Unlimited
Plainview, NY

1991 revenue (millions): **$4.5**
Number of accounts: **10,000**

- Ranked No. 22 on last year's SDM 100 residential list.
- Revenues increased 25% in 1991 as the firm acquired four companies and 2,825 accounts.
- 1991 installations/revenue: 420 residential ($714,000); 105 non-residential ($126,000).
- Alarms Unlimited monitors 13,000 accounts for other dealers.

74 Security Communications Inc.
Bellerose, NY

1991 revenue (millions): **$4.5**
Number of accounts: **7,500**

- Ranked No. 40 on last year's SDM 100 commercial list.
- 1991 installations/revenue: 180 residential ($530,000); 200 non-residential ($980,000).
- Of total revenues, 91% is derived from burglar alarms.
- Security Communications employs 60 people at one office.

75 George Alarm Co. Inc.
Springfield, IL

1991 revenue (millions): **$4.5**
Number of accounts: **4,500**

- Ranked No. 45 on last year's SDM 100 commercial list.
- 1991 installations: 150 residential ($200,000); 400 non-residential ($600,000).
- George Alarm employs 50 people at four offices.
- The company has been family owned and operated for 36 years.

76 Securus Inc.
Denver, CO

1991 revenue (millions): **$4.4**
Number of accounts: **n/a***

- 1991 installations: 0 residential; 1,625 non-residential ($4.4 million).
- Securus employs 48 people at two locations.

* not applicable

77 Automatic Detection Systems Inc., Birmingham, AL

1991 revenue (millions): **$4.3**
Number of accounts: **6,000**

- Ranked No. 44 on last year's SDM 100 commercial list.
- 1991 installations/revenue: 335 residential ($800,000); 255 non-residential ($700,000).
- Automatic Detection Systems employs 58 people at one office.

78 Operational Security Systems Inc., Atlanta, GA

1991 revenue (millions): **$4.2**
Number of accounts: **n/a***

- 1991 installations/revenue: 0 residential; approximately 95 non-residential ($3.2 million).
- Of total revenues, 80% stems from integrated systems.

* not applicable

79 The Greater Alarm Company Inc., Huntington Beach, CA

1991 revenue (millions): **$4**
Number of accounts: **3,540**

- Ranked No. 46 on last year's SDM 100 commercial list.
- *SDM*'s 1988 Dealer of the Year.
- 1991 installations/revenue: 375 residential ($725,000); 265 non-residential ($1.1 million).
- Greater Alarm employs 46 people at one location.

80 Midnight Burglar Alarm Systems Inc., Flint, MI

1991 revenue (millions): **$4**
Number of accounts: **5,500**

- Ranked No. 20 on last year's SDM 100 residential list.
- 1991 installations/revenue: 475 residential ($400,000); 250 non-residential ($375,000).

81 Adco Federal Alarm Systems Inc., Port Chester, NY

1991 revenue (millions): **$3.9**
Number of accounts: **9,000**

- 1991 installations/revenue: 230 residential ($575,000); 93 non-residential ($430,500).
- Adco Federal monitors 1,000 dealer accounts.
- The firm employs 44 people at two offices.

82 Pacific Alarm Systems Inc.
Culver City, CA

1991 revenue (millions): **$3.8**
Number of accounts: **3,500**

- Ranked No. 48 on last year's SDM 100 commercial list.
- 1991 installations/revenue: 150 residential ($195,000); 275 non-residential ($625,000).
- Pacific Alarm Systems has been in business since 1953.

83 Metroplex Security Systems Inc., Dallas, TX

1991 revenue (millions): **$3.7**
Number of accounts: **6,300**

- 1991 installations/revenue: 1,230 residential ($345,000); 40 non-residential ($850,000).
- Metroplex is involved in the multi-family security market. The firm also is a distributor for major fire, CCTV, and intercom product lines in Dallas.
- The company has been in business since 1985.

84 Security of Los Angeles Inc.
Van Nuys, CA

1991 revenue (millions): **$3.7**
Number of accounts: **2,500**

- 1991 installations/revenue: 36 residential ($90,000); 720 non-residential ($3.2 million).
- Security of Los Angeles operates offices in Van Nuys and Tustin, CA, and employs 50 people.

SDM 100 2nd averages

Average revenue per company	$24.69 million
Average number of accounts per company	27,527
Average annual revenue per account	$897
Average annual revenue per employee	$97,333

Source: Security Distributing & Marketing, 1992

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SDM 100

85 Delta Audio-Visual Security Inc., Harahan, LA

1991 revenue (millions): **$3.7**
Number of accounts: **n/a***

- The majority of systems sold by Delta are large, proprietary systems that are monitored by an in-house security staff.
- Delta ranked No. 50 on last year's SDM 100 commercial list.
- 1991 installations/revenue: 0 residential; 180 non-residential ($3 million).
- Delta was founded in 1945.

* not applicable

86 Security Systems Inc. Boca Raton, FL

1991 revenue (millions): **$3.6**
Number of accounts: **9,700**

- 1991 installations/revenue: 80 residential ($80,000); 350 non-residential ($600,000).
- Security Systems monitors 4,000 dealer accounts.

No. 93, Dallas Security Systems Inc., Dallas, TX.

Courtesy of Dallas Security Systems Inc.

87 John J. Harding Co., Ltd. Honolulu, HI

1991 revenue (millions): **$3.6**
Number of accounts: **n/a***

- 1991 installations/revenue: 15 residential; 125 non-residential ($2 million).
- Of total revenue, 39% is derived from fire alarm systems, 30% from access control, 20% from CCTV systems, and 10% from integrated systems.
- Harding has one office and employs 21 people.

* not applicable

88 Sentry Protective Alarms Inc. Kansas City, MO

1991 revenue (millions): **$3.5**
Number of accounts: **5,000**

- 1991 installations/revenue: 240 residential ($300,000); 255 non-residential ($1.7).
- Sentry operates three business locations and employs 60 people.

89 ElectroSecurity Corp. Van Nuys, CA

1991 revenue (millions): **$3.5**
Number of accounts: **3,500**

- Ranked No. 59 on last year's SDM 100 commercial list.
- Revenues rose 52.2% in 1991, primarily due to a 500-account acquisition and garnering some key commercial subscribers.
- 1991 installations/revenue: 10 residential ($23,000); 180 non-residential ($1 million).
- ElectroSecurity monitors approximately 5,000 dealer accounts.

90 Wolverine Electronics Security Systems Inc., Flint, MI

1991 revenue (millions): **$3.5**
Number of accounts: **12,303**

- Ranked No. 23 on last year's SDM 100 residential list.
- 1991 installations/revenue: 1,080 residential ($1.03 million); 141 non-residential ($352,774).
- Wolverine employs 60 people at two offices.

91 Beachwood Security Systems Cleveland, OH

1991 revenue (millions): **$3.4**
Number of accounts: **6,500**

- Ranked No. 26 on last year's SDM 100 residential list.
- 1991 installations/revenue: 500 residential ($800,000); 300 non-residential ($750,000).
- Beachwood monitors 9,500 accounts for other dealers.

92 Night Owl Security Inc. Landover, MD

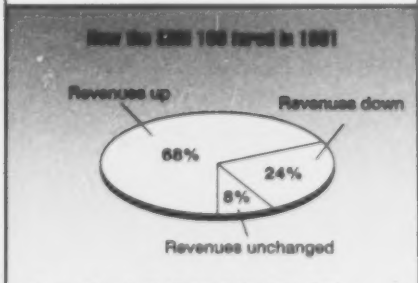
1991 revenue (millions): **$3.4**
Number of accounts: **5,000**

- Ranked No. 25 on last year's SDM 100 residential list.
- Central station became UL listed in 1991.
- Night Owl added 26 employees last year, primarily to support a new direct-marketing program selling an AT&T security system.
- 1991 installations: 750 residential ($1.1 million); 500 non-residential ($660,000).

93 Dallas Security Systems Inc. Dallas, TX

1991 revenue (millions): **$3.4**
Number of accounts: **1,800**

- Ranked No. 52 on last year's SDM 100 commercial list.
- Revenues increased 11.7% in 1991.
- Revenue reflects operations of Dallas Security Systems and Dallas Security/Fire.
- 1991 installations/revenue: 120 residential ($192,000); 250 non-residential ($1.6 million).



Source: Security Distributing & Marketing, 1992

94 Corporate Protection Services Inc., Toledo, OH

1991 revenue (millions): **$3.3**
Number of accounts: **5,200**

- 1991 installations/revenue: 260 residential ($312,000); 438 non-residential ($2.1 million).
- Central station recently UL listed.
- Corporate Protection employs 42 people at one office.

95 Dymaxion Inc. San Diego, CA

1991 revenue (millions): **$3.3**
Number of accounts: **307**

- Of total 1991 revenue, 41% is derived from access control systems and 22% from integrated systems.
- 1991 installations/revenue: 1 residential system ($3,643); 37 non-residential ($1.5 million).

96 American Alarm & Comm. Inc. Arlington, MA

1991 revenue (millions): **$3.2**
Number of accounts: **5,700**

- Ranked No. 24 on last year's SDM 100 residential list.
- 1991 installations/revenue: 204 residential ($762,000); 126 non-residential ($300,000).
- American Alarm employs 40 people at one office.

97 D&W Central Station Alarm Co. Inc., New York, NY

1991 revenue (millions): **$3.2**
Number of accounts: **3,000**

- Ranked No. 56 on last year's SDM 100 commercial list.
- Revenues increased 28% in 1991.
- 1991 installations/revenue: 40 residential ($80,000); 400 non-residential ($400,000).
- D&W employs 50 people at one location.

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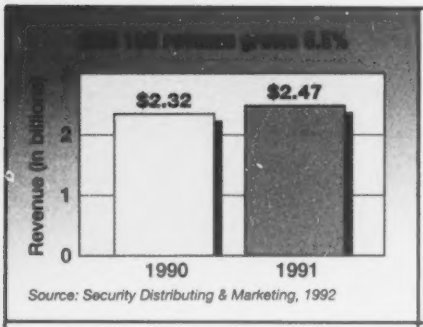

Source: Security Distributing & Marketing, 1992

No. 98, Protect Alarms, Allentown, PA, has been in business for more than 26 years.

Courtesy of Protect Alarms

98 Protect Alarms
Allentown, PA

1991 revenue (millions): **$3.1**
Number of accounts: **5,500**

- Ranked No. 53 on last year's SDM 100 commercial list.
- Protect closed two branch offices during 1991.
- 1991 installations: 100 residential; 200 non-residential.
- The company employs 55 people.

99 Altronics Security Systems
Bethlehem, PA

1991 revenue (millions): **$3.1**
Number of accounts: **4,000**

- 1991 installations/revenue: 150 residential ($270,000); 120 non-residential ($474,000).
- Altronics monitors 9,000 accounts for other dealers.
- The company employs 60 people at two locations.

100 Security Partners Inc.
Fort Worth, TX

1991 revenue (millions): **$3**
Number of accounts: **9,600**

- Ranked 34 on last year's SDM 100 residential list.
- 1991 installations/revenue: 1,951 residential ($575,000); 123 non-residential ($145,000).
- Security Partners plans to have its central station UL listed this year.
- Of total revenue, 95% is derived from burglar alarm systems.

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SDM® Update

Statistics on market conditions and trends

Tools to battle false alarms

Security-installing companies are taking a multi-faceted approach to solving the false alarm problem. According to a survey conducted for the Alarm Industry Research and Education Foundation (AIREF), companies mention, on the average, eight different steps they take to prevent false alarms. Several steps are almost universal among the members of the National Burglar & Fire Alarm Association that participated in the survey:

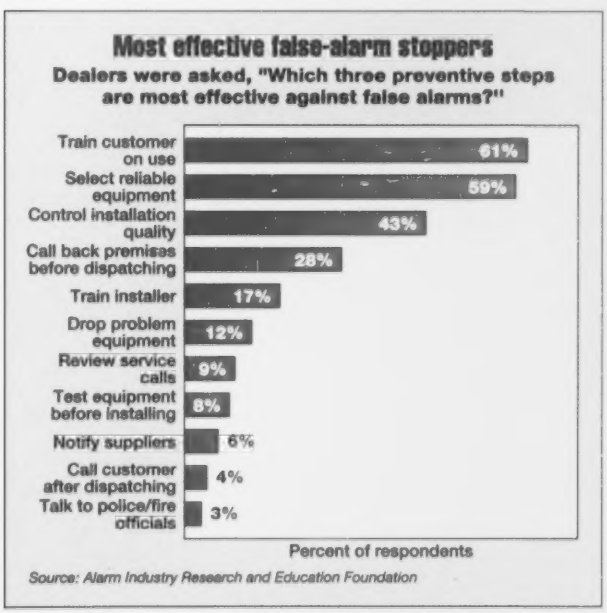
- Selecting reliable equipment, mentioned by 99%
- Training customers in system use, 96%
- Controlling quality of installations, 96%.

Dropping problematic equipment and training installers to prevent false alarms are measures mentioned by more than 8 in 10 companies. Nearly three-fourths say they call the customer to verify the alarm before dispatching police.

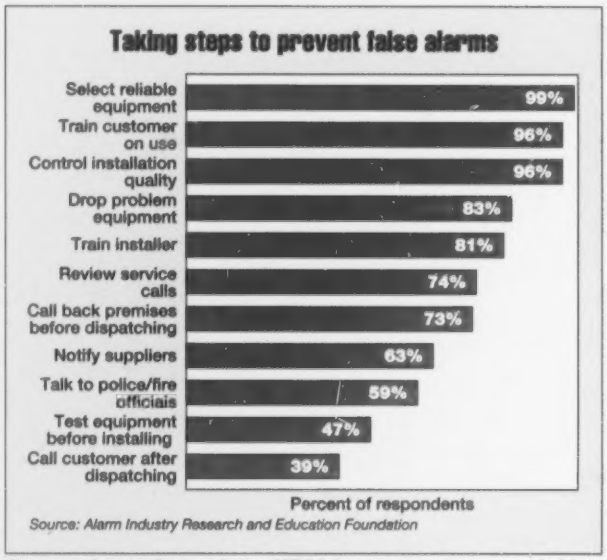
When asked which three preventive steps are most effective against false alarms, survey respondents pointed most often to customers and to equipment. Training customers in how to use their security systems is most effective, say 61%. Selecting reliable equipment is most effective, say 59%.

Alarm verification, which is not used by 27% of companies in the survey, is still considered by 28% to be an effective way of preventing unnecessary police dispatches.

The poll is part of a major effort by AIREF, through its False Alarm Prevention Coalition, to support the industry's fight against false alarms. For more information on the False Alarm Prevention Coalition, contact AIREF in care of NBFAA, 7101 Wisconsin Ave., Suite 1390, Bethesda, MD, 20814; (301)907-3202.



Most-effective measures for preventing false alarms were identified in a new survey by AIREF.



Surveyed members of the NBFAA use, on average, eight measures to help security users prevent false alarms.

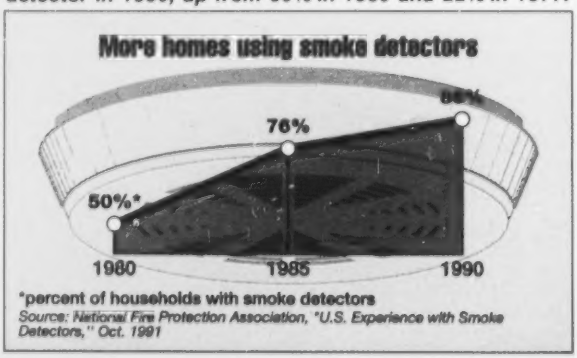
Check customer smoke detectors regularly

If you don't already do it, you and/or your customers should regularly test installed smoke detectors. In fact, smoke detectors and the practice of regular testing will be the theme of this year's National Fire Prevention Week, scheduled for Oct. 4 to 10.

"Having adequate smoke detector protection in your home is absolutely key to fire survival," says a spokesperson at the National Fire Protection Association. NFPA reports that homes with smoke detectors have a death rate of about 40% less than homes without detectors.

A seventh of homes have no detectors at all and another two-sevenths have detectors that do not work, primarily because of dead or missing batteries. NFPA recommends testing smoke detectors regularly and replacing batteries regularly or as needed.

Eighty-six percent of U.S. homes contained a smoke detector in 1990, up from 50% in 1980 and 22% in 1977.



Mid-May 1992 Not Filmed